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CONSUMER TIME

AIR TRANSPORTATION OF FRUITS AND VEGETABLES

4
NETWORK: NBC

DATE: June 22, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM - EDT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture.
5. MAN: (ON FILTER) Attention please. Flight 72...the CONSUMER TIME Heavenly Express...leaving Washington, D. C. at 11:17 Eastern Standard Time. A round-trip to Los Angeles. Stops in El Paso, Oklahoma City, and Nashville.
6. JOHN: Are you ready for the take-off, Mrs. Freyman? You're hostess on CONSUMER TIME'S Heavenly Express.
7. FREYMAN: Wait a minute, Johnny. I know we're going to tell the story of air transportation today...but what's all this about the Heavenly Express?
8. JOHN: Pilot to hostess. Pilot to hostess...stand by for briefing. You see, Mrs. Freyman, I thought the best way to tell the story of air transportation would be to trace an actual shipment of air express...from the take-off to the landing. For that we need an airplane...and the Heavenly Express is it.

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9. FREYMAN: Well, just what would the Heavenly Express be carrying... angel food?
10. JOHN: I...don't....believe so...but practically anything else you like. How about live lobsters, evening gowns, and a thousand or so pairs of false teeth?
11. FREYMAN: Oh, Johnny...what a cargo that would be. And imagine me playing airplane hostess...with a live lobster for a passenger.
12. JOHN: It's not such a strange cargo for an airplane, Mrs. Freyman. All those things have been delivered by air...but of course not in the same plane.
13. FREYMAN: Well, I didn't think so.
14. JOHN: Some of the other unusual air freight have been fertilized fish eggs, day-old chicks, furs, Chinese currency...and important drugs like penicillin.
15. FREYMAN: All very interesting...Johnny. But as a consumer...I'm much more intrigued by the idea of fresh fruits and vegetables sprouting wings and flying to my local market.
16. JOHN: Okay...how about flying ripe tomatoes in CONSUMER TIME's Heavenly Express...from California to Washington, D. C.?
17. FREYMAN: Recipe tomatoes, Johnny? I'm not so sure I like that idea. Won't they be just a lot of mush by the time they travel all the way across the country?
18. JOHN: No ma'am...not if they're firm to begin with. That's the great advantage air express offers...speed. But first we've got to get our cargo on the plane. So we're going to visit a field of tomatoes on the outskirts of Los Angeles, California.
19. FREYMAN: Oh, we are?

1914

1. The first of the following is a list of the names of the members of the Association who have been elected to the office of President for the year 1914.

2. The second of the following is a list of the names of the members of the Association who have been elected to the office of Vice-President for the year 1914.

3. The third of the following is a list of the names of the members of the Association who have been elected to the office of Secretary for the year 1914.

4. The fourth of the following is a list of the names of the members of the Association who have been elected to the office of Treasurer for the year 1914.

5. The fifth of the following is a list of the names of the members of the Association who have been elected to the office of Editor for the year 1914.

6. The sixth of the following is a list of the names of the members of the Association who have been elected to the office of Librarian for the year 1914.

7. The seventh of the following is a list of the names of the members of the Association who have been elected to the office of Corresponding Secretary for the year 1914.

8. The eighth of the following is a list of the names of the members of the Association who have been elected to the office of Recording Secretary for the year 1914.

9. The ninth of the following is a list of the names of the members of the Association who have been elected to the office of Executive Secretary for the year 1914.

10. The tenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Secretary for the year 1914.

11. The eleventh of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Treasurer for the year 1914.

12. The twelfth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Editor for the year 1914.

13. The thirteenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Librarian for the year 1914.

14. The fourteenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Corresponding Secretary for the year 1914.

15. The fifteenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Recording Secretary for the year 1914.

16. The sixteenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Executive Secretary for the year 1914.

17. The seventeenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Secretary for the year 1914.

18. The eighteenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Treasurer for the year 1914.

19. The nineteenth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Editor for the year 1914.

20. The twentieth of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Librarian for the year 1914.

21. The twenty-first of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Corresponding Secretary for the year 1914.

22. The twenty-second of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Recording Secretary for the year 1914.

23. The twenty-third of the following is a list of the names of the members of the Association who have been elected to the office of Assistant Assistant Executive Secretary for the year 1914.

20. JOHN: Sure.... So here we are in California. It's afternoon. A sunny afternoon of course. See all those rows and rows of tomato plants...with ripe tomatoes.
21. FREYMAN: Where? ...Oh....Oh! (THROWING HERSELF INTO IT) Yes, they are luscious looking. Did you bring any salt with you, Johnny?
22. JOHN: Uh uh. Musn't eat. You'll have to wait until you get back home for these tomatoes...and they'll be just as firm and inviting then as they are now.
23. FREYMAN: Well, usually I'm from Kentucky, but today I'm from Missouri. So, you'll have to show me, Johnny.
24. JOHN: Okay. Take a good look at the tomatoes on the vine...and remember what they look like. Now.. see those people over there? They're picking ripe tomatoes which will go into packages with transparent windows. You'll be able to buy them in the same package at your local vegetable store.
25. FREYMAN: Good...I like to see what I'm buying...and I want to see if you're right about these tomatoes.
26. JOHN: Well, let's not waste time here in the field...remember, speed is what we're after when we ship ripe tomatoes from the truck to our cargoliner (FADE) the CONSUMER TIME Heavenly Express.
27. SOUND: PAUSE.
28. JOHN: There she is, Mrs. Freyman, the Heavenly Express.
29. FREYMAN: Oh, Johnny...it's a tremendous plane.
30. JOHN: You can say that again. The Heavenly Express is a DC-3 converted passenger airliner. With its seats ripped out... it has a cargo space of seven thousand pounds.
31. FREYMAN: That means a lot of tomatoes, Johnny.

1. The first part of the report is devoted to a general survey of the situation in the country.	1-10
2. The second part contains a detailed analysis of the economic situation.	11-25
3. The third part deals with the social and cultural aspects of the situation.	26-40
4. The fourth part discusses the political situation and the role of the government.	41-55
5. The fifth part contains conclusions and recommendations.	56-70
6. The sixth part is a summary of the main findings of the report.	71-85
7. The seventh part contains a list of references.	86-100
8. The eighth part is a list of appendices.	101-115
9. The ninth part contains a list of figures and tables.	116-130
10. The tenth part is a list of footnotes.	131-145
11. The eleventh part contains a list of abbreviations.	146-160
12. The twelfth part is a list of symbols.	161-175
13. The thirteenth part contains a list of acronyms.	176-190
14. The fourteenth part is a list of initialisms.	191-205
15. The fifteenth part contains a list of contractions.	206-220
16. The sixteenth part is a list of abbreviations.	221-235
17. The seventeenth part contains a list of symbols.	236-250
18. The eighteenth part is a list of figures and tables.	251-265
19. The nineteenth part contains a list of footnotes.	266-280
20. The twentieth part is a list of abbreviations.	281-295
21. The twenty-first part contains a list of symbols.	296-310
22. The twenty-second part is a list of figures and tables.	311-325
23. The twenty-third part contains a list of footnotes.	326-340
24. The twenty-fourth part is a list of abbreviations.	341-355
25. The twenty-fifth part contains a list of symbols.	356-370
26. The twenty-sixth part is a list of figures and tables.	371-385
27. The twenty-seventh part contains a list of footnotes.	386-400
28. The twenty-eighth part is a list of abbreviations.	401-415
29. The twenty-ninth part contains a list of symbols.	416-430
30. The thirtieth part is a list of figures and tables.	431-445
31. The thirty-first part contains a list of footnotes.	446-460
32. The thirty-second part is a list of abbreviations.	461-475
33. The thirty-third part contains a list of symbols.	476-490
34. The thirty-fourth part is a list of figures and tables.	491-505
35. The thirty-fifth part contains a list of footnotes.	506-520
36. The thirty-sixth part is a list of abbreviations.	521-535
37. The thirty-seventh part contains a list of symbols.	536-550
38. The thirty-eighth part is a list of figures and tables.	551-565
39. The thirty-ninth part contains a list of footnotes.	566-580
40. The fortieth part is a list of abbreviations.	581-595
41. The forty-first part contains a list of symbols.	596-610
42. The forty-second part is a list of figures and tables.	611-625
43. The forty-third part contains a list of footnotes.	626-640
44. The forty-fourth part is a list of abbreviations.	641-655
45. The forty-fifth part contains a list of symbols.	656-670
46. The forty-sixth part is a list of figures and tables.	671-685
47. The forty-seventh part contains a list of footnotes.	686-700
48. The forty-eighth part is a list of abbreviations.	701-715
49. The forty-ninth part contains a list of symbols.	716-730
50. The fiftieth part is a list of figures and tables.	731-745
51. The fifty-first part contains a list of footnotes.	746-760
52. The fifty-second part is a list of abbreviations.	761-775
53. The fifty-third part contains a list of symbols.	776-790
54. The fifty-fourth part is a list of figures and tables.	791-805
55. The fifty-fifth part contains a list of footnotes.	806-820
56. The fifty-sixth part is a list of abbreviations.	821-835
57. The fifty-seventh part contains a list of symbols.	836-850
58. The fifty-eighth part is a list of figures and tables.	851-865
59. The fifty-ninth part contains a list of footnotes.	866-880
60. The sixtieth part is a list of abbreviations.	881-895
61. The sixty-first part contains a list of symbols.	896-910
62. The sixty-second part is a list of figures and tables.	911-925
63. The sixty-third part contains a list of footnotes.	926-940
64. The sixty-fourth part is a list of abbreviations.	941-955
65. The sixty-fifth part contains a list of symbols.	956-970
66. The sixty-sixth part is a list of figures and tables.	971-985
67. The sixty-seventh part contains a list of footnotes.	986-1000

32. JOHN: And the DC-3 is all refrigerated too...operated by a thermostat. An attendant sets the dial for a certain temperature, before the plane takes off.
33. FREYMAN: And does the temperature stay the same for the whole flight?
34. JOHN: Well, if it gets too warm or too cool in the plane...a light flashes and the pilot makes an adjustment to keep it at just the right degree.
35. FREYMAN: Johnny, are all the airplanes that carry freight converted military planes?
36. JOHN: No, not all, Mrs. Freyman. Some cargo plans are being built new...from the drawing board up.
37. FREYMAN: (INNOCENTLY) What part of the plane is the drawing board, Johnny?
38. JOHN: No...you see, I mean...HMMMM! (IGNORING HER REMARK) Just to mention a few of the cargo planes converted from the military, there's the Consolidated Model 39...which is a modification of the Liberator...and then there's the Boeing C-97...which is a counterpart of the superfortress. It can carry a load equal to two average railway freight cars. And just this week some of the airlines announced a new fleet of cargo planes. They're converted C-54 military transports... They did such a swell job during the war in almost all theaters of operation.
39. FREYMAN: Goodness, Johnny. With all those air planes you've mentioned, I've forgotten what kind of a plane the Heavenly Express is.

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40. JOHN: Well, we're pretending it's a DC-3...because that particular plane has really been the workhorse for carrying air express up to now. But I think we're ready for the take-off. So let's hurry up and get aboard CONSUMER TIME's Heavenly Express... for our flight from Los Angles to Washington D. C....with a cargo of pre-packaged, ripe tomatoes. Contact!
41. SOUND: PROPELLORS TURNING OVER, TAKE OFF, STEADY HUM OF AIRPLANE MOTOR UNDER FOR NEXT SCENE.
42. FREYMAN: Johnny...what a view...the whole city of Los Angeles below us. Too bad our cargo of tomatoes can't appreciate it. All they can enjoy is a nice gentle ride...since I noticed they're securely tied down.
43. JOHN: Right,^{an} air pocket won't bother them a bit. Now, Mrs. Freyman, we'd better synchronize our watches...so we can see how long a trip the tomatoes make. Let's set our watches at four o'clock in the afternoon...then we'll measure the time from now on...so we won't get mixed up with time zones as we fly across the country.
44. SOUND: AIRPLANE MOTOR UP BRIEFLY AND THEN UNDER AGAIN.
45. JOHN: Eight minutes past eight, Mrs. Freyman. Just a little over four hours out of Los Angeles...We're going to land at El Paso, Texas for our first refueling stop.
46. SOUND: AIRPLANE MOTOR UP BRIEFLY AND THEN UNDER AGAIN.
47. FREYMAN: Another landing, Johnny? What time is it?
48. JOHN: Eleven-forty-seven p.m. Mrs. Freyman. And we're swooping down on Oklahoma City, for our second refueling stop.
49. FREYMAN: Well, if we're in Oklahoma City for as short a time as we were in El Paso...all I can say is...it's a nice town we're coming to ...wasn't it.

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• *Laurea* (1997) *Journal of Management Studies* 34(1): 11–24

50. SOUND: AIRPLANE MOTOR UP BRIEFLY...AND THEN UNDER.
51. JOHN: It's exactly 3:34 a.m. and we're coming into Nashville, Tennessee, now, Mrs. Freyman, for our last refueling stop before we reach Washington, D. C.
52. FREYMAN: Three in the morning? Three o'clock in the morning! (YAWN)
Gee, it's time for me to be sleepy.
53. SOUND: AIRPLANE MOTOR UP BRIEFLY...AND THEN UNDER.
54. FREYMAN: You don't have to tell me where we are now, Johnny. There's the Washington Monument...and the Jefferson Memorial.
55. JOHN: Right, we're banking over the National Airport at Washington, D. C.
56. SOUND: LANDING SOUNDS...MOTOR STOPS
57. JOHN: A perfect landing in the District of Columbia a few minutes past seven a.m....exactly fifteen hours after we left Los Angeles. But we want to get the total time from when the tomatoes were picked, until you can buy them at a local store. So, we'll have to add about forty-five minutes at each end of the flight for getting the tomatoes to and from the airports... and for loading and unloading.
58. FREYMAN: Let's see, that would mean about sixteen and a half hours for the tomatoes to come from the vegetable field near Los Angeles to my local grocery in Washington, D. C.
59. JOHN: Right. And here's a package of tomatoes I took from the cargo, Mrs. Freyman. How do they look to you now?
60. FREYMAN: They don't look any different, Johnny...except maybe more tempting. They do look good.

61. JOHN: And good for you too. You know, nutritionists have long agreed that shortening the time food spends between the garden and your kitchen stove, saves vitamins.
62. FREYMAN: Yes I know...and flavor too, Johnny.
63. JOHN: Well, that's one of the main advantages of shipping perishable fruits and vegetables by air. Vine-ripened fruits and vegetables can go from the field to your table in as little as sixteen hours.
64. FREYMAN: How long does it take for say, tomatoes, if they don't fly, Johnny?
65. JOHN: Well, the tomatoes you usually get during the winter, Mrs. Freyman have to be picked green. They're wrapped and shipped by rail to ripening plants in the big northern cities. Before they get to your local market, the green tomatoes have to be unwrapped, sorted and ripened in special rooms with controlled temperature. Then they're re-sorted and packed... ready to be sold.
66. FREYMAN: And how long does all that usually take?
67. JOHN: About ten days by rail.
68. FREYMAN: Well, flying fruits and vegetables certainly save time. But there's another little matter, I'd like to know about...the cost. How much more do I pay for tomatoes that have traveled by air?
69. JOHN: Right now you do have to pay a few more cents for air-borne foods. But air express is really something that's grown by leaps and bounds in the last twenty years. And rates are much lower now than they were then.
70. FREYMAN: Do you think the rates will drop even lower, Johnny?

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71. JOHN: So the experts seem to think. Of course, not over night.
But there are certain savings in air transportation which will offset the higher rates now.
72. FREYMAN: For instance, Johnny.
73. JOHN: Well, packaging for instance. Take that matter of the packages for the tomatoes.
74. FREYMAN: Well, what's the matter with them? I should think shipping and selling the tomatoes in the same package would cut costs.
75. JOHN: Sure it does. And cardboard cartons are lighter than the wooden crates in which tomatoes are usually shipped. Well, the same type of container is being worked out for other perishable foods. They can be lighter weight for air shipment, but at the same time they have to be sturdy enough to take rough handling when they're loaded and unloaded on the plane.
76. FREYMAN: If most of the planes carrying food have controlled temperature ...like CONSUMER TIME'S Heavenly Express...I should think there'd be a saving in refrigeration costs, too.
77. JOHN: A good point, Mrs. Freyman. And another advantage of shipping perishable foods by air will be cutting down some on waste. Have you seen any of that fresh spinach being sold in transparent bags, Mrs. Freyman?
78. FREYMAN: Oh yes, Johnny. I've tried that packaged spinach...and I found every bit of the spinach was usable...
79. JOHN: That's because it was washed and sorted before it was packed. Well, that's the kind of spinach they've been shipping by air. Probably lima beans will be shelled and packed in special bags ...and many other vegetables. We're really going to see some new developments in air transportation in the next couple of years.

80. FREYMAN: It certainly will be thrilling to watch those developments, Johnny.
81. JOHN: Mmmm hmmm. You know, they're even experimenting with helicopters for transporting freight.
82. FREYMAN: Are helicopters those funny airplanes with the whirligig thing right on the top?
83. JOHN: That whirligig thing is a propeller...and that's what makes the helicopter so special. It's the only aircraft that can move up or down, or forward or backward, or sideways under its own power.
84. FREYMAN: Maybe someday I'll have my fresh fruits and vegetables delivered right to my front yard by helicopter.
85. JOHN: Maybe...but here's what the experts say right now...
86. MAN: At present, helicopters are more difficult to fly than airplanes. They probably will not become important as long-distance cargo carriers unless new developments make them more efficient than at present. Helicopters probably will be used for flights of relatively short distances and for special purposes.
87. JOHN: But the future for gliders in air cargo is much brighter, Mrs. Freyman.
88. FREYMAN: Well, didn't they use gliders a lot during the war, Johnny... for men and equipment too?
89. JOHN: Right...and they really were important. And they seem to have a big future in peacetime for hauling perishable foods and possibly fresh cut flowers. But of course not right away. Here's what they say about that....

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90. MAN: Gliders are cheaper to build than power-driven airplanes. But gliders probably will not become important as cargo carriers until the two planes are improved. When all the problems are solved, it may be possible to have a sky train of five or six gliders. However, gliders probably will not become important as cargo carriers for five or ten years.
91. FREYMAN: But, we can dream, can't we, Johnny?
92. JOHN: We sure can...and we'll realize many more of the dreams for flying fruits and vegetables with each succeeding year.
93. FREYMAN: And how about flowers, Johnny? You've mentioned them once or twice today in connection with air transportation.
94. JOHN: In the not too distant future, Mrs. Freyman, you may get a corsage of orchids that were picked that morning in California or even South America. From a radio listener...no doubt,
95. FREYMAN: No doubt...but are you really serious about shipping flowers by air?
96. JOHN: I refer you to the transportation experts, Mrs. Freyman. They say
97. MAN: Fresh flowers can be grown at rather low cost in many of the Latin American countries...and in our own warmer states. They're of comparatively light weight and there's a good market for them. They are also very perishable. But air transportation may make it possible to transport fresh flowers long distances successfully.
98. FREYMAN: Well, I'm looking forward to those imported orchids, Johnny.
99. JOHN: And another thing you might look forward to, Mrs. Freyman, is fresh orange juice in a paper container delivered on your doorstep alongside your milk and cream.
100. FREYMAN: Now that would be something...when can I put in my order, Johnny?

101. JOHN: Hold on...I'm just talking about another one of those dreams that the growers and shippers are trying to make come true for you. They're considering the idea of setting up processing and chilling plants for citrus fruits...right near airports... so that the fresh juice could be put on the planes quickly and delivered to the big northern cities by the next morning.
102. FREYMAN: I certainly hope that dream comes true, Johnny.
103. JOHN: Me too, Mrs. Freyman. But there's one thing we must remember in the story of air transportation. And that's the fact that speed is the principal advantage the airlines have to offer shippers. Therefore this is an advantage only in shipping perishable foods. So we shouldn't expect air transportation to take over shipping bulky or non-perishable foods. It just wouldn't be practical for say wheat...or potatoes...
104. FREYMAN: And speaking of potatoes...that's our story for next week, Johnny.
105. JOHN: Right. There are plenty of potatoes rolling into market these days...as many as you can eat.
106. FREYMAN: Oh...more potatoes even than that, Johnny. So we're going to show the dramatic role potatoes can play in filling the gap caused by the world shortage of cereals and many other food items.
107. JOHN: With news about a free booklet that has some of the most delicious ways to fix potatoes...that this spud lover has ever come across. So be with us next week for another edition of...
108. SOUND: CASH REGISTER....
109. ANNCR: CONSUMER TIME!
110. SOUND: CASH REGISTER...CLOSE DRAWER.

111. ANNCR:

CONSUMER TIME, written by Eleanor Miller, and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC, the National Broadcasting Company.

